

Amendments to the Claims:

Claims 1-3 (cancelled)

5 4. (new) A method of providing an itinerary to a party, said itinerary comprising a second set of attractions selected from a first set of attractions, said method comprising the steps of:

10 a) providing data regarding said first set of attractions;

 b) gathering information about said party, at least a portion of said information distinguishing among said first set of attractions with respect to said data;

15 c) providing a computer having access to said data and said information, said computer having software operable to select said second set of attractions from said first set of attractions;

 d) selecting said second set of attractions with said software such that said second set of attractions comprises at least one of said first set of attractions for which said data substantially matches with said information;

20 e) providing a presentation means able to receive said itinerary from said computer; and,

 f) presenting said itinerary to said party using said presentation means;

25 whereby said itinerary is customized for said party.

30 5. (new) The method of Claim 4 wherein said information comprises a preference of said party;

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wherein said data distinguishes a portion of said first set of attractions as being more desirable with respect to said preference, and wherein in step d) at least one attraction from said portion of said first set of attractions is selected for said second set of attractions.

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6. (new) The method of Claim 5 wherein said preference is selected from the group consisting of aversion to thrill, interest in for thrill, aversion to getting wet, aversion to violence, aversion to loud noises, aversion to long queues, aversion to a predetermined theme, interest in a predetermined theme, aversion to a predetermined cuisine, interest in a predetermined cuisine, aversion to a predetermined attraction factor, interest in a predetermined attraction factor, preferred meal time, preferred meal duration, and a departure time.

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7. (new) The method of Claim 4 wherein said information comprises an attribute of said party, wherein said data distinguishes a portion of said first set of attractions as being more desirable with respect to said attribute, and wherein in step d) at least one attraction from said portion of said first set of attractions is selected for said second set of attractions.

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8. (new) The method of Claim 7 wherein said attribute is selected from the group consisting of number of infants, number of young children, number of elderly, number of disabled, number of wheelchairs, minimum height, and party size.

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9. (new) The method of Claim 4 wherein said information comprises an aversion attribute of said party, wherein said data distinguishes a portion of said first set of attractions as being less desirable with respect to said aversion attribute, and wherein in step d) said portion of said first set of attractions is excluded from selection for said second set of attractions.

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10. (new) The method of Claim 9 wherein said aversion attribute of said party is selected from the group consisting of has infants, age, has small children, has wheelchair.

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11. (new) The method of Claim 4 wherein said information comprises an aversion attribute of said party and a corresponding nullifying preference of said party, wherein said data distinguishes a portion of said first set of attractions as being less desirable with respect to said aversion attribute unless said corresponding nullifying preference is present, and wherein in step d) at least one attraction from said portion of said first set of

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attractions is selected for said second set of attractions.

12. (new) The method of Claim 11 wherein said
5 aversion attribute and said corresponding
nullifying preference are selected
respectively as a pair from the group
consisting of has infants and will baby
swap, has small children and will baby swap,
10 and has wheelchair and can transfer from
wheelchair.

13. (new) The method of Claim 4 wherein said
information comprises a privilege of said party,
15 wherein said data distinguishes a portion of said
first set of attractions as being more desirable
with respect to said privilege, and wherein in
step d) at least one attraction from said portion
of said first set of attractions is selected for
20 said second set of attractions.

14. (new) The method of Claim 13 wherein said
privilege is selected from the group
consisting of premium admission, VIP status,
25 auxiliary admission, graded admission, and
express queue admission.

15. (new) The method of Claim 13 wherein step d)
further comprises expending said privilege.

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16. (new) The method of Claim 13 wherein step b)

further comprises providing a secure collection means to gather said privilege of said party.

5 17. (new) The method of Claim 16 wherein said secure collection means is operated by an authorized person.

10 18. (new) The method of Claim 16 further comprising the steps of:
g) providing a purchasing means in communication with said secure collection means;
h) purchasing said privilege for said party using said purchasing means;
15 and,
i) communicating said privilege to said secure collection means;
whereby said privilege is added to said information.
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19. (new) The method of Claim 18 wherein step h) is performed by a purchaser.

25 20. (new) The method of Claim 18 wherein said purchasing means comprises a browser and a web site, said browser having communication with said web site.
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21. (new) The method of Claim 13 wherein step f) further comprises presenting an indicium representative of said privilege.

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22. (new) The method of Claim 21 wherein said indicium is a barcode.

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23. (new) The method of Claim 4 wherein said information comprises a language of preference, and wherein step f) is performed in said language of preference.

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24. (new) The method of Claim 23 wherein step b) is performed substantially in said language of preference.

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25. (new) The method of Claim 4 wherein said data further comprises a scheduled time corresponding to a first attraction of said second set of attractions, wherein in step d) said software adds said scheduled time in association with said first attraction to said itinerary, and wherein step f) further includes presenting said scheduled time in association with said first attraction.

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26. (new) The method of Claim 25 wherein said data further comprises operating hours for said first attraction, and said scheduled time falls within said operating hours.

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27. (new) The method of Claim 25 wherein said scheduled time is representative of a member of the group consisting of recommended time, show time, departure time, and reservation time.

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28. (new) The method of Claim 4 in which said party and a second party are a group, said second party having a second itinerary comprising a first attraction of said first set of attractions, said first attraction further in association with a second scheduled time, said information further representing a desire to regroup said group, wherein in step d) said software selects said first attraction and a scheduled time, said scheduled time being substantially equal to said second scheduled time, in response to said desire in said information, whereby said desire to regroup is accommodated.

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29. (new) The method of Claim 4 wherein in step d) said software further adds to said itinerary an earlier scheduled time corresponding to a first attraction of said second set of attractions, and adds a later scheduled time corresponding to a second attraction of said second set of attractions, said earlier scheduled time and said later scheduled time being selected so that said later scheduled time is at least equal to said

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earlier scheduled time plus a time required
between attractions.

30. (new) The method of Claim 29 wherein said
5 time required between attractions is the sum
of at least one of the group consisting of
queue time for said first attraction, length
of said first attraction, start time delay
for said first attraction, and travel time
10 from said first attraction to said second
attraction.

31. (new) The method of Claim 30 wherein
said time required between attractions
15 varies according to at least one
parameter selected from the group
consisting of time-of-day, day, season,
actual queue length, attendance,
historical operational data, and said
20 information.

32. (new) The method of Claim 30 wherein
said queue time varies according to
said earlier time.

25 33. (new) The method of Claim 30 wherein
said travel time varies according to
said later time.

30 34. (new) The method of Claim 30 wherein
said information comprises an attribute

of said party, and wherein said travel time varies according to said attribute.

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35. (new) The method of Claim 34 wherein said attribute is selected from the group consisting of number of infants, number of young children, number of elderly, number of disabled, number of wheelchairs, has access to transportation, has electric cart, is walking, is slow moving, and party size.

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36. (new) The method of Claim 30 wherein said information comprises an attribute of said party, and wherein said queue time varies according to said attribute.

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37. (new) The method of Claim 36 wherein said attribute is selected from the group consisting of has authentication code, has pass, has reservation, and class of party.

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38. (new) The method of Claim 30 wherein said information comprises a privilege of said party, and wherein said queue time varies according to said

privilege.

39. (new) The method of Claim 38
5 wherein said privilege is selected
from the group consisting of an
authentication code, a pass, and a
reservation.

40. (new) The method of Claim 38
10 wherein step d) further comprises
expending said privilege of said
party when said first attraction
is selected.

15 41. (new) The method of Claim 29 wherein said
time required between attractions varies
according to at least one parameter selected
from the group consisting of time-of-day,
day, season, actual queue length,
20 attendance, historical operational data, and
said information.

42. (new) The method of Claim 4 in which said party
and a second party are a group,
25 said second party having a second itinerary
comprising a first attraction of said set of
first attractions in association with a
second scheduled time,
said information further representing a desire to
30 regroup said group,
wherein in step d) said software selects said

first attraction and a scheduled time, said scheduled time being substantially equal said second scheduled time, in response to said desire in said information,

5 whereby said desire to regroup is accommodated.

43. (new) The method of Claim 4 wherein said information comprises a third set of attractions previously selected for said party,
10 wherein in step d) said software substantially excludes said third set from said second set of attractions,
whereby said second set of attractions is substantially different from said third set.

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44. (new) The method of Claim 43, wherein said second set of attractions and said third set are selected for different days.

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45. (new) The method of Claim 4, wherein said information comprises a third set of attractions previously selected for said party, said third set consisting of an already visited portion and a remaining portion,

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wherein said party forgoes said remaining portion due to an interruption,
wherein in step d) said software selects said second set of attractions as a replacement for said remaining portion, and wherein said second set of attractions substantially excludes said already visited portion,

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whereby said interruption is overcome.

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46. (new) The method of Claim 45, wherein said interruption is selected from the group consisting of said party is delayed, said party is distracted, and an unavailable attraction of said remaining portion is inoperable.

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47. (new) The method of Claim 4, wherein said first set of attractions comprises a plurality of attractions selected from the group consisting of ride, show, movie, theater, restaurant, exhibit, display, presentation, store, tour, parade, museum, room, area, fountain, restroom, hiking trail, picnic site, autograph session, historic recreation, beach, viewpoint, photo opportunity, lookout, fireworks display, attraction within a district, attraction within a city, attraction within a region, attraction within a state, and attraction within a country.

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48. (new) The method of Claim 4 further comprising the steps of:

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j) providing an access control system to a first attraction of said second set of attractions; and,

k) admitting said party to said first attraction with said access control system, said access control system operating in response to at least a portion of said itinerary

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corresponding to said first attraction.

49. (new) The method of Claim 48, wherein in step
5 k) said access control system reads said
portion of said itinerary as presented to
said party in step f).

10 50. (new) The method of Claim 49 wherein
said itinerary presented to said party
in step f) further comprises a barcode
associated with said first attraction,
and wherein in step k) said access
control system reads said barcode.

15 51. (new) The method of Claim 48, wherein in step
k) said access control system reads at least
said portion of said itinerary from said
computer.

20 52. (new) The method of Claim 48 further
comprising the steps of:
1) establishing for said party an
identification associated with at least
said portion of said itinerary, said
identification readable by said access
control system, wherein at least said
portion of said itinerary is
retrievable with said identification;
25 and,
m) presenting said identification to said
access control system for reading;

whereby said access to at least said portion of said itinerary is obtained and said party is admitted to said first attraction.

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53. (new) The method of Claim 52, wherein said identification comprises an identification means selected from the group consisting of a card, an ID, a pass, admission media, access media, an authentication code, a signature, speech recognition, contact information, a phone number, a transaction number, a credit card number, and a barcode.

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54. (new) The method of Claim 4 wherein said computer comprises at least a first member selected from the group consisting of a portable computer, a handheld computer, a kiosk computer, a general purpose computer, and a desktop computer.

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55. (new) The method of Claim 54 wherein said computer further comprises at least a second member, said second member having communication with said first member, said second member being selected from the group consisting of a remote access system, a web server, a network of computers, and a central computer.

56. (new) The method of Claim 55, wherein said communication between said first member and said second member is at least partially wireless.

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57. (new) The method of Claim 55, wherein said communication between said first member and said second member is at least partially via the Internet.

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58. (new) The method of Claim 4 wherein said presentation means comprises a printer and in step f) at least a portion of said itinerary is presented in a printed form.

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59. (new) The method of Claim 58 wherein said printed form is selected from the group comprising a single person pass, a pass for said party, a printed itinerary, a customized ticket book, and a self-guided tour.

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60. (new) The method of Claim 4 wherein said presentation means comprises a display selected from the group consisting of a screen, a touchscreen, and a scrolling display.

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61. (new) The method of Claim 4 wherein in step f) at least a portion of said itinerary is announced audibly by said presentation means.

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62. (new) The method of Claim 4 wherein in step f) only a next attraction of said itinerary is provided at a time.

5 63. (new) The method of Claim 4 wherein step f) only a next portion of said itinerary is provided at a time.

10 64. (new) The method of Claim 4 further comprising the step of:

15 n) providing a reservation computer in communication with said computer, said reservation computer providing an indication whether said a first attraction is available; wherein in step d) said software excludes said first attraction from said second set of attractions when said reservation computer indicates said first attraction is 20 unavailable.

25 65. (new) The method of Claim 64 wherein said software provides a time to said reservation computer, wherein said reservation computer indicates whether said first attraction is available at substantially said time.

30 66. (new) The method of Claim 4 wherein said data indicates an underutilized attraction of said first set of attractions, and wherein said software is more likely to select said

underutilized attraction in step d), whereby demand for said underutilized attraction is increased.

5 67. (new) The method of Claim 4 wherein said data indicates a first attraction of said first set of attractions, said first attraction having excessive demand, and wherein said software is less likely to select said first attraction in step d), whereby demand for said first attraction is moderated.

10 68. (new) The method of Claim 67 further comprising the step of:
15 o) calculating an aversion factor, said aversion factor at least partially determined by a portion of said data corresponding to said first attraction, said aversion factor distinguishing said first attraction as being less desirable than at least a portion of said first set of attractions; 20 wherein in step d) said first attraction is excluded from selection for said second set of attractions.

25 69. (new) The method of Claim 68 wherein said aversion factor is time interval dependent.

30 70. (new) The method of Claim 68 wherein

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said excessive demand is expected.

71. (new) The method of Claim 68 where said excessive demand is centrally managed.

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72. (new) The method of Claim 4 further comprising the steps of:

- p) providing a storage accessible to said computer; and,
- q) recording at least a portion of said itinerary corresponding to a first attraction of said first set of attractions in said storage; whereby a directed demand to at least said first attraction is centrally stored.

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73. (new) The method of Claim 72 further comprising the step of:

- r) determining said directed demand corresponding to said first attraction from said storage; and,

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wherein said data comprises an allocated capacity corresponding to said first attraction,

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wherein in step d) said first attraction is excluded from selection for said second set of attractions when said directed demand is at least equal to said allocated capacity,

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whereby said directed demand is centrally managed.

74. (new) The method of Claim 73 further comprising the steps of:

s) providing a reservation computer having access to said storage;

5 and,

t) accepting a reservation for said

first attraction with said

reservation computer, said

reservation computer recording

10 said reservation in said storage;

whereby said reservation made by a

parallel system effectively

reduces said allocated capacity.

15 75. (new) The method of Claim 4 further comprising the steps of:

u) providing a reservation computer in

communication with said software; and,

v) making a reservation with said reservation 20 computer for said party for a first attraction of said second set of attractions;

whereby said reservation for said party is accessible to users of said reservation computer.

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76. (new) The method of Claim 4 wherein in step d) said software applies a perturbation to a desirability of a first attraction of said first 30 set of attractions, said perturbation producing a different result for said second set,

5 whereby directed demand to said first attraction
is redistributed to mitigate at least one
selected from the group consisting of
underutilization of said first attraction,
excessive demand for said first attraction,
and modes in which other parties gather.

10 77. (new) The method of Claim 4, wherein said data
further comprises a third set of messages, each
of said third set selected from the group
consisting of a marketing message, a discount
offer, and a recommendation, each of said third
set having corresponding conditions, each of said
third set being associated with a corresponding
15 first attraction of said first set of
attractions,
said software being further able to determine
whether said conditions are met,
said itinerary further comprising a fourth set of
20 messages,
said method further comprising the step of:
w) selecting said fourth set of messages with
said software such that said fourth set
consists of at least one of said third set
25 of messages for which the corresponding
conditions are met;
wherein in step f) each of said fourth set of
messages is provided to said party in
conjunction with said itinerary;
30 whereby each of said fourth set of messages
message is available at an appropriate time.

78. (new) The method of Claim 77 wherein said data further comprises a duration corresponding to a first message of said third set of messages,
5 wherein in step d) said software further selects a scheduled time for a second attraction of said second set of attractions, said second attraction corresponding to said first message,
10 and wherein in step w) said software calculates a gap before said scheduled time, and said first message is selected for said fourth set of messages only if said gap
15 is at least equal to said duration.

79. (new) The method of Claim 4, wherein said software comprises a decision making routine responsive to at least a portion of said data corresponding to
20 a first attraction of said first set of attractions and at least a portion of said information, said decision making routine performing at least a portion of step d) with
25 respect to said first attraction.

80. (new) The method of Claim 4, wherein said software comprises a utility function, said utility function representing a value to said party of a first attraction, said utility function accepting
30 parameters, said parameters comprising a portion

of said data corresponding to said first attraction, and said parameters further comprising said information.

5 81. (new) The method of Claim 80, wherein said parameters further comprise said second set of attractions, and wherein after said first attraction is selected for said second set of attractions in step d), said first attraction is still evaluated for a subsequent visit.

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15 82. (new) The method of Claim 4, wherein said data comprises actual queue information corresponding to at least one of said first set of attractions.

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25 83. (new) The method of Claim 4, wherein a portion of said data corresponding to a first attraction of said first set of attractions is representative of at least one member of the group consisting of expected queue length, actual queue length, expected attendance, location of an entrance, location of an exit, showtime, mode of operation, routes to other attractions of said first set of attractions, routes from said other attractions, travel time to said other attractions, capacity, theoretical hourly ride capacity, holding capacity, duration, continuous running, availability, a scheduling factor, an acceptance factor, an admission requirement, an admission

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class, an admission grade, operating hours, inoperation, and wheelchair accessibility.

84. (new) The method of Claim 4, wherein step b) is
5 conducted over an Internet connection.

10 85. (new) The method of Claim 4, wherein said computer comprises a user interface, and

wherein said software is further operable to perform at least a portion of step b) through said user interface.

15 86. (new) The method of Claim 85, wherein said user interface comprises at least one member from the group consisting of a query form, an HTML form, a button, a pick list, a checkbox, a scroll indicator, a paper form reader with an associated paper form, a touchscreen, and a display screen.

20 87. (new) A system for providing an itinerary to a party, said itinerary comprising a second set of attractions selected from a first set of attractions, said system comprising:

25 data regarding said first set of attractions; information about said party, at least a portion of said information distinguishing among said first set of attractions with respect to said data; a computer having access to said data and said information, said computer having software operable to select said second set of attractions

from said first set of attractions, said second set of attractions consisting of at least some of said first set of attractions for which said data substantially matches with said information;

5 a presentation means in communication with said computer, said presentation means able to receive said itinerary from said computer and present said itinerary to said party,

whereby said itinerary is customized for said party.

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88. (new) The system of Claim 87 wherein said information comprises a preference of said party, wherein said data distinguishes a portion of said first set of attractions as being more desirable with respect to said preference, and wherein said software selects at least one attraction from said portion of said first set of attractions for said second set of attractions.

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89. (new) The system of Claim 88 wherein said preference is selected from the group consisting of aversion to thrill, interest in for thrill, aversion to getting wet, aversion to violence, aversion to loud noises, aversion to long queues, aversion to a predetermined theme, interest in a predetermined theme, aversion to a predetermined cuisine, interest in a predetermined cuisine, aversion to a predetermined attraction factor, interest in a predetermined attraction factor, preferred

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meal time, preferred meal duration, and a
departure time.

90. (new) The system of Claim 87 wherein said
5 information comprises an attribute of said party,
wherein said data distinguishes a portion of said
first set of attractions as being more desirable
with respect to said attribute, and wherein said
software selects at least one attraction from
10 said portion of said first set of attractions for
said second set of attractions.

91. (new) The system of Claim 90 wherein said
attribute is selected from the group
15 consisting of number of infants, number of
young children, number of elderly, number of
disabled, number of wheelchairs, minimum
height, and party size.

20 92. (new) The system of Claim 87 wherein said
information comprises an aversion attribute of
said party, wherein said data distinguishes a
portion of said first set of attractions as being
less desirable with respect to said aversion
25 attribute; and, wherein said software excludes
said portion of said first set of attractions
from said second set of attractions.

30 93. (new) The system of Claim 92 wherein said
aversion attribute of said party is selected
from the group consisting of has infants,

age, has small children, has wheelchair.

94. (new) The system of Claim 87 wherein said information comprises an aversion attribute of 5 said party and a corresponding nullifying preference of said party, wherein said data distinguishes a portion of said first set of attractions as being less desirable with respect to said aversion attribute unless said corresponding nullifying preference is present, and wherein said software selects at least one attraction from said portion of said first set of attractions for said second set of attractions.

15 95. (new) The system of Claim 94, wherein said aversion attribute and said corresponding nullifying preference are selected respectively as a pair from the group consisting of has infants and will baby swap, has small children and will baby swap, 20 and has wheelchair and can transfer from wheelchair.

25 96. (new) The system of Claim 87 wherein said information comprises a privilege of said party, wherein said data distinguishes a portion of said first set of attractions as being more desirable with respect to said privilege, and wherein said software selects at least one attraction from 30 said portion of said first set of attractions for said second set of attractions.

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97. (new) The system of Claim 96, wherein said privilege is selected from the group consisting of premium admission, VIP status, auxiliary admission, graded admission, and express queue admission.

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98. (new) The system of Claim 96 wherein said software further expends said privilege.

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100. (new) The system of Claim 99 wherein said secure collection means is operated by an authorized person.

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101. (new) The system of Claim 99 further comprising a purchasing means in communication with said secure collection means, said purchasing means operable to allow a purchase of said privilege, said purchasing means communicating said purchase of said privilege to said secure collection means, whereby said privilege is added to said information.

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102. (new) The system of Claim 101
wherein said purchasing means is
used by a purchaser.

5 103. (new) The system of Claim 101
wherein said purchasing means
comprises a browser and a web
site, said browser having
communication with said web site.

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15 104. (new) The system of Claim 96 wherein said
second set of attractions provided to said
party by said presentation means further
comprises an indicium representative of said
privilege.

105. (new) The system of Claim 104 wherein
said indicium is a barcode.

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106. (new) The system of Claim 87 wherein said
information comprises a language of preference,
and wherein said itinerary is provided to said
party in said language of preference.

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30 107. (new) The system of Claim 106 further
comprising a collection means to gather said
information, said collection means
interacting substantially in said language
of preference.

108. (new) The system of Claim 87 wherein said data further comprises a scheduled time corresponding to a first attraction of said second set of attractions, wherein said software adds said scheduled time in association with said first attraction to said itinerary, and wherein said presentation means presents said scheduled time in association with said first attraction.

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109. (new) The system of Claim 108 wherein said data further comprises operating hours for said first attraction, and said scheduled time falls within said operating hours.

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110. (new) The system of Claim 108 wherein said scheduled time is representative of a member of the group consisting of recommended time, show time, departure time, and reservation time.

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111. (new) The system of Claim 108 in which said and a second party are a group, said second party having a second itinerary comprising a first attraction of said first set of attractions, said first attraction further in association with a second scheduled time, said information further representing a desire to regroup said group,

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wherein said software selects said first attraction and a scheduled time, said

scheduled time being substantially equal to
said second scheduled time, in response to
said desire in said information,
whereby said desire to regroup is accommodated.

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112. (new) The system of Claim 87 wherein said
software further adds to said itinerary an
earlier scheduled time corresponding to a first
attraction of said second set of attractions, and
adds a later scheduled time corresponding to a
second attraction of said second set of
attractions, said earlier scheduled time and said
later scheduled time being selected so that said
later scheduled time is at least equal to said
earlier scheduled time plus a time required
between attractions.

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113. (new) The system of Claim 112 wherein said
time required between attractions is the sum
of at least one of the group consisting of
queue time for said first attraction, length
of said first attraction, start time delay
for said first attraction, and travel time
from said first attraction to said second
attraction.

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114. (new) The system of Claim 113 wherein
said time required between attractions
varies according to at least one
parameter selected from the group

consisting of time-of-day, day, season, actual queue length, attendance, historical operational data, and said information.

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115. (new) The system of Claim 113 wherein said queue time varies according to said earlier time.

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116. (new) The system of Claim 113 wherein said travel time varies according to said later time.

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117. (new) The system of Claim 113 wherein said information comprises an attribute of said party, and wherein said travel time varies according to said attribute.

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118. (new) The system of Claim 117 wherein said attribute is selected from the group consisting of number of infants, number of young children, number of elderly, number of disabled, number of wheelchairs, has access to transportation, has electric cart, is walking, is slow moving, and party size.

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119. (new) The system of Claim 113 wherein

said information comprises an attribute of said party, and wherein said queue time varies according to said attribute.

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 120. (new) The system of Claim 119 wherein said attribute is selected from the group consisting of has authentication code, has pass, has reservation, and class of party.

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 121. (new) The system of Claim 113 wherein said information comprises a privilege of said party, and wherein said queue time varies according to said privilege.

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 122. (new) The system of Claim 121 wherein said privilege is selected from the group consisting of an authentication code, a pass, and a reservation.

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 123. (new) The system of Claim 121 wherein said software expends said privilege of said party when said first attraction is selected.

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 124. (new) The system of Claim 112 wherein said time required between attractions varies according to at least one parameter selected

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from the group consisting of time-of-day, day, season, actual queue length, attendance, historical operational data, and said information.

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125. (new) The system of Claim 87 in which said party and a second party are a group, said second party having a second itinerary comprising a first attraction of said set of first attractions in association with a second scheduled time, said information further representing a desire to regroup said group, wherein in step d) said software selects said first attraction and a scheduled time, said scheduled time being substantially equal said second scheduled time, in response to said desire in said information, whereby said desire to regroup is accommodated.

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126. (new) The system of Claim 87 wherein said information comprises a third set of attractions previously selected for said party, wherein said software substantially excludes said third set from of said second set, whereby said second set of attractions is substantially different from said third set.

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127. (new) The system of Claim 126 wherein said second set of attractions and said third set are selected for different days.

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128. (new) The system of Claim 87 wherein said information comprises a third set of attractions previously selected for said party, said third set consisting of an already visited portion and a remaining portion, wherein said party forgoes said remaining portion due to an interruption, wherein said software selects said second set of attractions as a replacement for said remaining portion, wherein said second set of attractions substantially excludes said already visited portion, whereby said interruption is overcome.

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129. (new) The system of Claim 128, wherein said interruption is selected from the group consisting of said party is delayed, said party is distracted, and an unavailable attraction of said remaining portion is inoperable.

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130. (new) The system of Claim 87 wherein said first set of attractions comprises a plurality of attractions selected from the group consisting of ride, show, movie, theater, restaurant, exhibit, display, presentation, store, tour, parade, museum, room, area, fountain, restroom, hiking trail, picnic site, autograph session, historic recreation, beach, viewpoint, photo opportunity, lookout, fireworks display, attraction within a

district, attraction within a city, attraction within a region, attraction within a state, and attraction within a country.

5 131. (new) The system of Claim 87 further comprising: an access control system to a first attraction of said second set of attractions, wherein said access control system admits said party to said first attraction in response to at least a portion of said itinerary.

10 132. (new) The system of Claim 131 wherein said access control system reads said portion of said itinerary as presented by said presentation means.

15 133. (new) The system of Claim 132 wherein said itinerary presented to said party further comprises a barcode associated with said first attraction, and wherein said access control system reads said barcode.

20 134. (new) The system of Claim 131 wherein said access control system reads at least said portion of said itinerary from said computer.

25 135. (new) The system of Claim 131 further comprising:
30 an identification associated with at least

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said portion of said itinerary, said identification readable by said access control system, wherein at least said portion of said itinerary is retrievable with said identification, wherein said access to said first attraction is obtained by said party when said identification is presented to said access control system for reading.

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136. (new) The system of Claim 135 wherein said identification comprises an identification means selected from the group consisting of a card, an ID, a pass, admission media, access media, an authentication code, a signature, speech recognition, contact information, a phone number, a transaction number, a credit card number, and a barcode.

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137. (new) The system of Claim 87 wherein said comprises at least a first member selected from the group consisting of a portable computer, a handheld computer, a kiosk computer, a general purpose computer, and a desktop computer.

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138. (new) The system of Claim 137 wherein said computer further comprises at least a second member, said second member having

5 communication with said first member, said second member being selected from the group consisting of a remote access system, a web server, a network of computers, and a central computer.

10 139. (new) The system of Claim 138 wherein said communication between said first member and said second member is at least partially wireless.

15 140. (new) The system of Claim 138 wherein said communication between said first member and said second member is at least partially via the Internet.

20 141. (new) The system of Claim 87 wherein said presentation means comprises a printer whereby said itinerary is presented in a printed form.

25 142. (new) The system of Claim 141 wherein said printed form is selected from the group comprising a single person pass, a pass for said party, a printed itinerary, a customized ticket book, and a self-guided tour.

30 143. (new) The system of Claim 87 wherein said presentation means comprises a display selected from the group consisting of a screen, a touchscreen, and a scrolling display.

144. (new) The system of Claim 87 wherein at least a portion of said itinerary is announced audibly by said presentation means.

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145. (new) The system of Claim 87 wherein only a next attraction of said itinerary is provided at a time.

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146. (new) The system of Claim 87 wherein only a next portion of said itinerary is provided at a time.

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147. (new) The system of Claim 87 further comprising: a reservation computer in communication with said computer, said reservation computer providing an indication whether a first attraction is available; and wherein said software excludes said first attraction from said second set of attractions when said reservation computer indicates said first attraction is unavailable.

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148. (new) The system of Claim 147 wherein said software provides a time to said reservation computer, wherein said reservation computer indicates whether said first attraction is available at substantially said time.

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149. (new) The system of Claim 87 wherein said data indicates an underutilized attraction of said

first set of attractions, and wherein said software is more likely to select said underutilized attraction, whereby demand for said underutilized attraction is increased.

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150. (new) The system of Claim 87 wherein said data indicates a first attraction of said first set of attractions, said first attraction having excessive demand, and wherein said software is less likely to select said first attraction, whereby demand for said attraction having excessive demand is moderated.

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151. (new) The system of Claim 150 wherein said software calculates an aversion factor, said aversion factor at least partially determined by a portion of said data corresponding to said first attraction, said aversion factor distinguishing said first attraction as being less desirable than at least a portion of said first set of attractions, wherein said first attraction is excluded from selection for said second set of attractions.

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152. (new) The system of Claim 151 wherein said aversion factor is time interval dependent.

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153. (new) The system of Claim 151 wherein said excessive demand is expected.

154. (new) The system of Claim 151 where
said excessive demand is centrally
managed.

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155. (new) The system of Claim 87 further comprising
a storage accessible to said computer, at least a
portion of said itinerary corresponding to a
first attraction of said first set of
attractions being recorded in said storage
by said computer,
whereby directed demand to said first set of
attractions is centrally stored.

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156. (new) The system of Claim 155 wherein said
software determines from said storage said
directed demand corresponding to said first
attraction,
wherein said data comprises an allocated
capacity corresponding to said first
attraction,
wherein said first attraction is excluded
from selection for said second set of
attractions when said directed demand
is at least equal to said allocated
capacity,
whereby said directed demand is centrally
managed.

157. (new) The system of Claim 156 further
comprising:

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a reservation computer having access to
said storage, said reservation
computer operable to accept a
reservation for said first
attraction, said reservation
computer recording said
reservation in said storage,
whereby said reservation made parallel
system effectively reduces said
allocated capacity.

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158. (new) The system of Claim 87 further comprising:
a reservation computer in communication with said
computer,
wherein said software further makes a reservation
with said reservation computer for said
party to a first attraction of said second
set of attractions,
whereby said reservation for said party is
20 accessible to users of said reservation
computer.

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159. (new) The system of Claim 87 wherein said
software applies a perturbation to a desirability
of a first attraction of said first set of
attractions, said perturbation producing a
different result for said second set,
whereby directed demand to said first attraction
is redistributed to mitigate at least one
selected from the group consisting of
underutilization of said first attraction,

excessive demand for said first attraction,
and modes in which other parties gather.

160. (new) The system of Claim 87 wherein said data
5 further comprises a third set of messages, each
of said third set selected from the group
consisting of a marketing message, a discount
offer, and a recommendation, each of said third
set having corresponding conditions, each of said
10 third set being associated with a corresponding
first attraction of said first set of
attractions,
said software being further able to determine
whether said conditions are met,
15 said itinerary further comprising a fourth set of
messages,
wherein said software further selects said fourth
set of messages such that said fourth set
consists of at least one of said third set
20 of messages for which the corresponding
conditions are met,
wherein each of said fourth set of messages is
provided to said party in conjunction with
said itinerary;
25 whereby each of said fourth set of messages
message is available at an appropriate time.

161. (new) The system of Claim 160 wherein said
data further comprises a duration
30 corresponding to a first message of said
third set of messages,

5 wherein said software further selects a
 scheduled time for a second attraction
 of said second set of attractions, said
 second attraction corresponding to said
 first message, and

10 wherein said software calculates a gap
 before said scheduled time, said first
 message being selected for said fourth
 set of messages only if said gap is at
 least equal to said duration.

162. (new) The method of Claim 87, wherein said
 software comprises a decision making routine
 responsive to at least a portion of said data
15 corresponding to a first attraction of said first
 set of attractions and at least a portion of said
 information, said decision making routine
 performing at least a portion of step d) with
 respect to said first attraction.

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163. (new) The system of Claim 87 wherein said
 software comprises a utility function, said
 utility function representing a value to said
 party of a first attraction, said utility
 function accepting parameters, said parameters
 comprising a portion of said data corresponding
 to said first attraction, and said parameters
 further comprising said information.

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30 164. (new) The system of Claim 163 wherein said

parameters further comprise said second set of attractions, and
wherein after said first attraction is selected for said second set of attractions, said first attraction is
5 still evaluated for a subsequent visit.

165. (new) The system of Claim 87 wherein said data comprises actual queue information corresponding
10 to at least one of said first set of attractions.

166. (new) The system of Claim 87 wherein a portion of said data corresponding to a first attraction of
15 said first set of attractions is representative of at least one member of the group consisting of expected queue length, actual queue length, expected attendance, location of an entrance, location of an exit, showtime, mode of operation, routes to other attractions of said first set of attractions, routes from said other attractions, travel time to said other attractions, capacity, theoretical hourly ride capacity, holding capacity, duration, continuous running, availability, a scheduling factor, an acceptance factor, an admission requirement, an admission
20 class, an admission grade, operating hours, inoperation, and wheelchair accessibility.

167. (new) The system of Claim 87 wherein said
30 information is gathered by said computer over an Internet connection.

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168. (new) The system of Claim 87 wherein said computer comprises a user interface, wherein said software is further operable to gather at least a portion of said information through said user interface.

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169. (new) The system of Claim 168 wherein said user interface comprises at least one member from the group consisting of a query form, an HTML form, a button, a pick list, a checkbox, a scroll indicator, a paper form reader with an associated paper form, a touchscreen, and a display screen.

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